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The Impact of Digital Marketing Management on Customers Buying Behavior: Case Study of Soran City

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Abstract:

This study presents the impact of digital marketing on customer buying behavior and examines how digital marketing channels, such as social networks, search engines, and emails, influence customers' purchasing behavior. The main purpose was to investigate the influence of digital marketing on customer's behavior and identify effective platforms for businesses in Soran independence administration to retain customers. The methodology of the study utilizes a quantitative approach through a survey questionnaire to gather data on the impact of digital marketing on customer buying behavior, including variables such as age, gender, income, education level, and online shopping behavior. The data is analyzed using statistical Package for social science (SPSS 26.0) to determine the relationship and effects of these variables on customer behavior. The study collected data from 250 participants who responded to a survey questionnaire distributed online to customers and people of Soran independence administration in several cities, districts, and sub-districts. The sample was appropriate, simple random sampling, and composed of demographic variables, questions about digital marketing, and purchasing behavior. The results of the study show that digital marketing has a significant impact on customer buying behavior, especially among younger and higher-educated people in Soran independence administration; it provides cost-effective and efficient ways for customers to fulfill their needs. However, businesses should be transparent to avoid deceiving customers. Digital marketing has a positive impact on customer satisfaction, but challenges such as timely delivery and over-advertising on social media remain and. Digital marketing has a significant impact on customer buying behavior, influenced by factors like education level, income, and social media usage. Valid factor analysis test supports this conclusion.

Keywords: Digital marketing management, Customers buying behavior, social media, Instagram, Facebook.

1. Introduction:

1.1 Background of the Research

Technology development has made our world faster than it used to be. The impact on business, particularly marketing techniques, was very important. Directions and methods are somewhat dynamic in old marketing techniques but for new ways and trends of business in the world, digital channels now play an important role. There has also been a significant change in the foreign marketing strategy to the inner market route. Digital marketing was seen as a revolutionary way of marketing that offers new ideas for business to try to do (Omar & Atteya, 2020). In the consumer economy the world emerges where the customer is faced with similar goods that constitute the same

roles and needs. That's why consumer satisfaction and analyzing its actions are at the core of the marketing strategy and the needs of all companies that want to secure their market (Tabie, 2021). The Internet grows because of its number of users and because of its unique features, softness, interaction, and personality, a large number of companies are now using the Internet to advertise their products and services online in year 1994 began when Hotwerd, a digital counterpart of Hipwire magazine, started a web with about a thousand sponsors who paid to have the flag of advertising installed on all sites (Tobi *et al.*, 2020). New developments in technology have provided both challenges and opportunities for business and fertile opportunities for new innovation. Technology controls everything we do is supported by the gradual increase in global Internet connections (Schutte & Chauke, 2022). The Internet has recently opened the doors for companies to take advantage of digital marketing and e-business opportunities. Using multiple digital market channels, businesses cannot share only their products and services online, as well as increase the number of customers, attract attention and increase returns to investment (Al-azzam & Al-Mizeed, 2021). Digital marketing is a product or services that use digital channels to reach users. Their goal is to upgrade branding through a variety of medium digital media styles (Ghazie & Dolah, 2018). In today's technology community, many companies have resorted to using the Internet daily for marketing activities, which means mixing the Internet with marketing campaign techniques. Digital marketing is also a broad term that talks about a set of marketing processes that use all available digital channels to promote a product or service or create a digital brand. And the best 3 digital market activities that succeed in digital marketing are the company's website, social networks and online advertising (Ogbadu, 2021). Social media is a relatively new phenomenon within the last decade, world The Wide Web has seen the evolution of web technologies such as blogs, social networks, and media sharing platforms. Collectively called social media, these Technologies Growth of user-generated content, a global community and the dissemination of consumer opinion This movement now dominates the way the web is used and has led to the creation of popular platforms such as Facebook, YouTube, Instagram and Twitter, where people connect, produce and share content (Voramontri & Klieb, 2019). The theories about digital marketing have not coalesced yet, as a huge diversity of expert opinions is still one of the established aspects that remains up for discussion A contradiction is the fact that digital marketing It first appeared under the form of different techniques which is used by companies distributing their products Through online channels (Menberu, 2017).

Customer behavior is an essential part of our daily lives from the minute we wake up we are faced with situations that have some element of consumption. The most mundane daily tasks such as what to eat for breakfast, which clothes to wear or what perfume to wear are consumption decisions. As a result, one develops consumption patterns from an early age (Hinterstein, 2020). Customer today are gradually using technology, especially social media, as an influencer a tool in their online buying process. This process can be defined as an electronic process that allows consumers to transact with business people and meet their purchasing needs (Al-Dhuhli et al., 2013). The study of how people make purchase decisions to satisfy their needs, wants, or preferences and how their emotional, psychological, and behavioral reactions influence the purchase decision (Radu, 2023).

1.2 Statement of the Problem

To meet the demands of modern life, many people turn to online shopping. However, this often presents several challenges. One of the main issues with digital marketing in the Soran Independent Administration is that customers may receive products that do not match their expectations, despite seeing them online. Additionally, there are security concerns such as data breaches and fraudulent activity, which can damage the market's reputation and deter customers from using it. In some areas, people may also be skeptical of online markets due to a lack of trust in online transactions or concerns about the legitimacy of online vendors. Delivery problems such as delays, missing or damaged packages, and high costs can also negatively impact the customer experience. Furthermore, online markets may struggle to understand the cultural norms and desires of their

customers, which can affect the effectiveness of their marketing strategies and product offerings. Some online markets may also have inadequate customer support services, leaving customers feeling uncomfortable or dissatisfied. Returning items purchased online can also be complicated and time-consuming, especially if the online market does not have a clear return policy or procedure. All of these challenges can result in negative customer behavior and may cause customers to lose trust in the online market, leading them to delete the platform and avoid using it in the future.

Soran is divided into four Sub-Districts: Khelifan, Seedekan, Diyane, and Sreshma, as well as 346 villages. The district's heart is the city of Soran, which has seen tremendous growth as many of families returned to Kurdistan after being displaced for many years. It is a vibrant city with a new university called the University of Soran (Hawlergov.org, 2023). Soran is located in a triangle formed by Iran, Iraq, and Turkey. The area is surrounded by several significant mountain ranges, including the mountains of Hendrin, Zozik, Hassen Bak, Bradust, and Korek. The area has two main rivers, one that flows to Haji Umran on the Iranian border, and another that follows the path to the Mergasor region (gov.krg, 2023). In 2022 Soran city became an independence administration in the Erbil governorate. As mentioned, the formal representatives of the region, Soran city has developed very quickly in all sectors of the economy, especially the tourism sector, and has increased the population in recent years because of good weather conditions and strategic geography. But till now, it has not expanded and developed in the context of e-business and using social media marketing when discussing with customers and business owners, and it needs some infrastructure and considerations of these important factors and the core of business success. Therefore, the researchers want to study the extent to which people in the Soran independence administration use digital marketing to provide for their needs and understand customers' needs and expectations in that sector. As well as to what extent has social media marketing influenced customer buying behavior and how business owners use these strategies for their business.

1.3 Research Questions

The research questions are as follow:

- To what extent people in the Soran independence administration use digital marketing for provision of their needs?
- What is the socio demographic variables attitudes, toward digital marketing variables?
- Which social media platforms are most used in digital marketing?
- To what extent has social media marketing influenced customer buying behavior?

1.4 Significance of the Study

Technological advances, competition and digital marketing trends have now given birth to a new generation of consumers who want more comfort, value and choice. For businesses and marketers, this trend provides both resistance and important opportunities, this study is critical as it offers in-depth and valuable insights on consumer behavior in the digital age how organization and consumer can adopt strategies to maintain competitive advantage by using digital marketing as a strategic tool. For researchers, the study of digital marketing and its impact on consumer behavior is still in its infancy. Although there has been much recent activity in the consumer psychology literature related to the digital and social media market, and many important contributions have been made more especially given the fast-paced nature of digital settings, Social network marketing is now beginning to gain the attention of researchers and industry players as a technique in marketing over the last decade because it is fairly new and there continues to be an incomplete literature shining through it regularly. This study seeks to add to other existing literature on the topic by conducting a case study on the users directly affected by it. Social network marketing relies more on human behavior than it consists of advertising and so the study seeks to find out how this affects the consumer. Digital marketing allows brands to promote products at the right time and in the right place where consumers are likely to make a spur-of-the-moment or frivolous purchase. Deals, discounts, and offers from brands are used to get customers ready to buy their products.

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1.5 Objectives of the Study

The main purpose and objectives of this study can be summarized in these points:

- To analyze the impact of digital marketing trends and assess the factors that influence consumer buying behavior.
- To introduce the best trusted platforms to use to advertise and sell their products by business in Soran independence administration, so as not to lose customers.
- To understand the extent of knowledge of buying digitally in the surveyed city and the extent of satisfaction with these new marketing techniques and tools in the city.
- To know the level of using digital marketing platforms and discovering how this will affect the customer buying behavior.

2. Literature Review

2.1. Digital Marketing

Digital marketing refers to online marketing, internet marketing and different techniques and digital marketing not only important for capturing wide space for marketing but also important for customers such as providing the number of opportunities to speak directly to customers and reach customers through digital technology (Kaur et al., 2018). Another definition says that Digital marketing, also known as online marketing, refers to all marketing efforts that are taking place on the Internet. Trading digital channels such as search engines, social networks, e-mails, and other websites to connect with current and expected customers. This also includes a connection through text or multimedia messages (Alexander, 2022). Moreover, definition of digital marketing, or online marketing, is: "Achieving marketing objectives through applying digital media, data and technology." (Chaffey, 2023).

2.1.1. Importance of Digital Marketing:

Digital marketing is important for receiving information for direct contact with customers. Digital marketing markets of products and services on the Internet on any digital center such as mobile marketing through the digital medium provide customers with consent results because they ask and suggest about any products and services. In the digital market, the medium of communication is more appropriate than traditional marketing, the following are some important points of digital marketing (Vijayanand, 2021).

- **Comfort for customers:** Without any local marketer, the product is sold through remote barriers (Vijayanand, 2021).
- **Lower costs:** The price of marketing products through the store is high when compared to the market Products on the Internet users have not spent any amount to protect the store. The product is it will be displayed on the store as users request products based on their requests (Vijayanand, 2021).
- **Create good relationships with customers:** The Internet builds a good relationship between customers and the marketer has made good contact with it to improve the level of customer retention The customer asks customers about buying the product for reactions and solving them (Vijayanand, 2021).
- **Quick comparison between products:** Customers compare between products and take purchase decisions. Online marketing allows customers to be free to choose products and decisions based on consent (Vijayanand, 2021).
- **Delete available data to product:** In digital marketing, all information will be displayed on The Internet customer reviewed the information provided and made the decision accordingly (Vijayanand, 2021).

2.1.2. Types of Digital Marketing:

Email Marketing: The E-mail marketing is used in E-mail to upgrade products and/or services. That's It also includes using e-mail to develop relationships with hidden customers and/or Customers at best, Email marketing allows businesses to keep their customers they notify and adapt marketing messages to their customers (Godwin, 2019).

Mobile marketing: Mobile advertising has fast acquired prominence as newest and most important digital marketing platforms

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consequently; mobile marketing is now the most widespread, fast, inexpensive, and most current marketing platform, allowing users to gain details and characteristics of appealing goods rapidly and effortlessly (Al Sukaini, 2022).

Online affiliate marketing: Member marketing is the process of earning commissions by promoting other people's (or company's) products Member advertising is an online marketing channel, where an advertiser pays a blogger, website owner, platform to promote it Advertiser's products or services on its blog, web site or platform (Godwin, 2019).

Pay-per-click advertising: This digital marketing model allows advertisers to advertise each time Ads are clicked. This model is used to direct traffic to websites. The search engine Advertising is one of the most popular forms of PPC. It allows advertisers to bid for advertising Placement in search engine sponsored links when someone searches on a keyword which relates to their presentation of work (Godwin, 2019).

Display advertising: This type of advertising allows brands to communicate marketing or advertising messages visually using text, logos, animations, videos, images and other graphics. Display advertising provides advertisers with many creative advertising ideas – different sizes and photo and video formats, which automatically provide more opportunities for attracting potential customers (Godwin, 2019).

Social Media Marketing: Social media marketing using social platforms and web sites is defined to product and service development. Thus, marketing uses social media naturally conversational platforms in terms of people to build relationships that lead to it drives the satisfaction of their needs through feedback (Kostov, 2020).

The Most Common Social Media Platforms that are discussed and reviewed in this article are:

1. **Facebook:** Facebook is a social networking site that allows users to interact with support, families, and colleagues, as well as change photos and videos. Facebook has an account of individual users who are also users of goods and services marketed and provided by Facebook shopkeepers to allow marketers to two - way conversation with customers and may be faster flow of information about business, so increase performance. That's why Facebook is a very big and important platform for marketers in which marketing activities are carried out. Facebook is a website that is very easy to search and use (Silvano & Mbogo, 2022).
2. **Instagram:** Instagram is a social networking app that allows individuals to share photos associated with the Instagram photography market as a powerful tool to promote a product since it says a picture is worth a thousand words because of A relatively cheap price, connection, global access, and access to data and analysis, brands use social networking as a way to integrate their markets Instagram has billions of monthly active users: Every day, 200 million of them show one business profile. Instagram is one of the platforms on social networks with a large number of users, multi-functioning, and easy to use (Silvano & Mbogo, 2022).
3. **Twitter:** Twitter is a social networking platform that was founded in 2006. Today there are more than 300 million registered monthly active users Twitter users can post short messages of no more than 140 characters called "tweets". Users can add photos, videos and links to their posts. Twitter offers advertisers different types of ads customized to different campaign objectives, from increasing site visits to sales to increasing fan base. Additionally, Twitter offers options to speak to specific audiences, including demographics, interests, and behaviors (Ištvanić & Krpić, 2017).
4. **Snapchat:** Snapchat began as a visual lymphoma service that developed and became a forum that was a mixture of content platforms and multimedia messages. Snapchat currently has more than 150 million monthly active users who publish photos and short videos that

are gone after the recipient looks at them (Ištvanić & 2017).

5. **Tik Tok:** TikTok is a video-sharing social networking service owned by Chinese company Byte Dance. It became the most popular social media among younger generations since it was launched internationally in 2018. TikTok offers filters, multiple audio tracks, and user-friendly editing functions. Users are encouraged to interact through responses. It's used as a business platform where customers can easily find their needs and make it easier for sellers and merchants (Briere & Potapieff, 2022).
6. **YouTube:** YouTube allows users to upload videos YouTube is used to upload Advertising to target their customers by companies taste and style Customers can be reflected in commercial advertisements made by companies and can be used as a medium to market products through Advertisements. YouTube videos cabn video sponsorship on YouTube whenever downloaded on demand (Surenderkumar, 2016).

2.1.3. Advantages of Digital Marketing

- **Enhanced geographic reach of brands:** Posts shared online have the potential to attract large audiences regardless of geographical boundaries associated with brands. Reach and by way of business is going up with digital marketing (Kiani, 2023).
- **More engagement:** In online shopping consumers can communicate with companies and conduct various activities and users can also visit the company's website, information about products or services, buy online and provide feedback (Bala & Verma, 2018).
- **Apparent pricing:** The Company or any seller displays the price of products or services through digital means in the marketing channel's and this makes the prices very clear and transparent to the customers (Bala & Verma, 2018).
- **Share product or service content:** Digital marketing gives audiences the opportunity to Share product or service content to others. Using digital media one can easily transmitting and receiving information about the features of the product or service to others (Bala & Verma, 2018).
- **Shopping:** Since the internet is available throughout the day, there is no time restriction for the customer to want to buy a product online at anytime and anywhere (Ponde & Jain, 2019).

2.1.4. Disadvantages of Digital Marketing

- **In digital marketing you need to connect with a consumer that you do not seeing in person:** This requires special knowledge of online psychology Consumer behavior. However, businesses often ignore this and rely on it on traditional consumer psychology when designing digital marketing campaigns. This, in turn, it leads to reduced efficiency because the characteristics of consumer behavior and the relationships that are built online (Veleva & Tsvetanova, 2020).
- **Lack of trust:** Customers don't trust online ads some believe there cheating this is one of the main returns of the digital market as customers search for a private product in a private company many related competitive products appear on the home page of the same market strategy This confusing customers as there are many options available and they find cheaper products with good quality (Kaur & Malik, 2018).
- **Annoyed by too much advertising:** Overdoing Online advertising messages in the form of banners, open continuous appearance and closing windows, interrupting video materials, etc. can cause consumer annoying That will inevitably affect their attitude towards companies and retailers because of too much advertising (Veleva & Tsvetanova, 2020).
- **Use of inappropriate digital tools and application:** various tools and new online and daily programs are emerging. This makes it very It is difficult for marketing professionals to choose the ones that will be most effective for them Specific marketing events and the needs and goals

of companies in the best possible way (Veleva & Tsvetanova, 2020).

- **The online reputation of companies can be destroyed by negative:** negative feedback Comments and information about products and services, and trademarks are visible and Access to all internet users, which can severely damage the image of a Company and causes customer exit (Veleva & Tsvetanova, 2020).

2.2. Customer Buying Behavior

Understanding Consumer Behavior is key to a successful marketing strategy. Consumer behavior can be understood as the decision-making process and physical activity individuals engage in when evaluating, acquiring, consuming, or disposing of goods and services. A customer can have two types of behavior approach behavior and avoidance behavior. The result in customer attitudes can be described as a desire to stay or leave, a desire to explore and interact further or a tendency to ignore it, a desire to engage with others or ignore it, a feeling of satisfaction or disappointment with the service experience (Verplancke & Gelati, 2022). Another definition says that Customer Buying Behavior The technical method of decision making is a powerful tool for modeling the behavior of consumers before and after purchase (Singh & Kohade, 2022).

2.2.1. The Importance of Customer Buying Behavior

Customer satisfaction is considered as the baseline standardization and performance excellence for many the businesses. It also helps to identify potential market opportunities. However, the concept of customer behavior is not new in the early 1980s it is exposed to business sectors that some researchers considered that customer satisfaction. They also found that it is directly related to the profitability of the company, return on investment, or market share. Buying behavior Buyer should think twice or several times before changing to alternatives because they become emotionally attached and also afraid to believe in the quality of alternatives (Salim & Hussein, 2019).

Consumer perception in the current marketing scenario it is very important because customers are the "kings of the markets. Compared to consumer preferences for distribution methods or services that were perceived to be more appropriate (Zulqurnain *et al.*, 2016).

2.2.2. Types of Customer Behavior

- **Buying behavior reduction inconsistency:** Buying behavior reduction inconsistency occurs when the customer hardly differentiating between brands. Consequently, consumers may primarily respond to relatively better prices. Post-purchase Consumer may experience post-purchase (post-sale discrepancies discomfort) this is consumer behavior mostly exhibited by uninformed consumers (Ihinmoyan, 2022).
- **Habitual Buying Behavior:** Habitual buying behavior is a consumer buying decision made by the consumers involvement level is low this means that consumers have a lot of information between Available brands and do not find significant differences between brands and buy the product Without a high level of engagement if consumers continue to buy the same brand over and over again, becomes their habit (Ihinmoyan, 2022).
- **Complex purchase behavior:** that occurs when it is obvious that a consumer needs to buy an expensive product. In this type of customer involvement is very high as risk is high due to large amount involved. The customer is going to research the information properly and do a lot of research work (Goswami et al., 2022).
- **Variety- seeking buying behavior:** Consumer involvement is minimal in consumer behavior seeking variety there are significant differences between brands. Consumers frequently swap brands in this area. Because replacement costs are minimal, customers may want to try new products out of curiosity or frustration. Consumers in this field usually buy a variety of products (Thao, 2021).

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2.2.3. Stages of Consumer Behavior

Consumer behavior can be classified into five stages:

- **Need Recognition:** The consumer realizes a need and makes a decision that must to be purchased (Autio, 2020).
- **Search information:** The final purchase decision is not made all at once, even when individuals acknowledge their problems, recognize and care about available products; Similarly, when prospects have a definite interest in a product or service, they tend to go through the following steps before taking any action – identifying the available options, investigating information on the chosen options, and finally judging which of these options are likely Very much can best There should be consequences (Lee, 2013).
- **Evaluation of alternatives:** Once an option is identified as the best appropriate treatment according to the individual's needs after gathering enough information, they undertake an alternative assessment. Depending on their motives or goals, users set criteria to evaluate choice alternatives for example which alternative is simplest to use or configure, or what other users experience is, as it is necessary to verify whether information is reliable and to ensure that the product works as anticipated (Lee, 2013).
- **Purchase:** Purchase choice refers to the final decision or choice made about which item to buy. The act of buying is the last major stage, where the consumer decides on what to buy, where to buy and how to pay. Purchase is a function of purposes, environmental impacts and individual circumstances. Some of the influences that can influence the act of purchasing are the time available to make a decision, the availability of information, and the retail environment. The attitudes of family and friends, and unforeseen circumstances such as product availability (size, color) and stock-outs may also force a reassessment (Chopra & Manek, 2020).
- **Post-Purchase Use and Evaluation:** After receiving and using a product or service Consumers consider satisfaction levels. The customer will usually receive a post-purchase survey or thank you email from the company at this stage, which is a great way to find out if the customer is satisfied (Autio, 2020).

2.2.4. Factors Influencing Customer Buying Behavior

A variety of factors enter into the consumer buyer behavior process, including cultural, social, personal, and psychological factors. Separately, it may not be a purchase result. When aggregated in any number of combinations, it increases the likelihood that someone will engage with a brand and make a purchase. Let's look at each of these factors in more detail.

- **Social Factors** – Customer purchasing behavior varies according to social factors such as family, role, and status. Customer choices may be influenced by the need to represent a particular class or social position within society, to which consumers may simultaneously belong to general family or social roles (Pruthi & Tewari, 2020).
- **Cultural Factors** – Although cultural and social factors look the same, cultural factors are the influence of society on the perceived decision-making of individuals (Pruthi & Tewari, 2020).
- **Personal Factors** – These factors are influenced by your financial situation, lifestyle, occupation, age, personality, and even your self-image and concept of yourself. For example, people who identify themselves as adventurers are more likely to choose a safari trip than a quiet weekend sitting in one place compared to those seeking free time on vacation (Pruthi & Tewari, 2020).
- **Psychological Factors** – Individual perceptions, beliefs, motivations and learning are four important psychological factors. Belief depends on an individual's knowledge and judgment about something. Values are similar to beliefs, but rather than being subject to a particular object, they are a set of criteria that guide an individual's actions and expectations. A customer's values and the group they are associated with can have a significant impact on how a customer behaves within a particular market (Pruthi & Tewari, 2020).

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2.3. Relationship between Digital Marketing and Customer Buying Behavior

Various studies have shown that social media has an impact on consumer behavior and purchase intent, especially in the case of grocery stores. The influence of online social networks varies depending on the stage of the buying decision-making process. Customer relationship management is a critical factor that affects purchase intention, and social media marketing positively affects customer relationships and brand value. Garment brands that show they care about customers increase consumer engagement and purchase intention. Facebook advertising can significantly impact brand image and value through greater interaction, personalization, and feedback. Virtual worlds and eWOM also have a decisive impact on consumer purchasing intentions, particularly in developing countries such as Turkey. Online social media, particularly Facebook, are commonly used to gather information on organizations, brands, products, and services (Enehasse & Sağlam, 2020).

2.4. Literature Review:

- **Kiani (2023)** Searching for Impact of digital marketing on consumers buying behaviors and satisfaction. The main objective of the study is to analyze the impact of digital marketing trends and assess the factors that impact on consumer buying behavior. The results of the study show that consumers conduct online research for their purchases and make a decision when they are satisfied. The study suggests a strong impact of digital marketing on consumer buying decisions and the satisfaction of customers.
- **Ihinmoyan (2022)** Searching for Effects of Digital Advertising on Consumer Buying Behavior in Nestle Plc Nigeria Lagos. The main objective of the study investigates the relationships between digital advertising and consumer buying behavior of Nestle Nig Plc Products. The methodology choosing a sample from the population the purposive sampling was used to select 100 participants for this study. The results of the study show that here was a significant relationship between digital advertising and consumer buying behavior in Nestle Nig Plc [r (98) = .295 p < .05]; there is a significant influence of consumer buying behavior in Nestle Nig Plc [F (2, 99) =27.36. In addition, the findings of this study research work shows that a very strong relationship exist between digital advertising and consumer buying behavior, that it would be deduced that closeness of information to target consumers and prospects could lead to increase in sales volume resulting to more profit to Nestle Plc. This study recommends that digital advertising information should be clear, concise, consistent and compelling to attract more customers to attract more customers, positioning their products in the mind of prospective and existing customers can lead to increase in sales volume and profit.
- **Thao (2021)** investigated the impact of social media on consumer purchasing decision process. The main purpose of the study is to examine how online social networks affect to customer purchasing decision process, how an individual is attending, and selecting information on social media before purchasing a decision. The results of study show that through the analyzed results and statistical charts, it showed that social media plays a significant impact in buying decisions and, in particular, information seeking. Consumers are ready to utilize social media as a tool and access an infinite quantity of information in the blink of an eye. In addition, the Findings of this study data collected has shown that social media have mostly affected on people when they are seeking information. It does not affect directly, however, social media plays a huge source of information about everything needed.
- **Kostov (2020)** examined the impact of social media marketing on consumer behavior. The main objective of the study determines the impacts of social media marketing on consumer attitudes. The results show that social media marketing did indeed influence consumer purchase decisions. This study recommends that social media marketing was relevant for the retail companies observed, and as such, it is

recommended that marketing managers of retail organizations adopt it. The study also suggests that improved and easy access to technology over the years has increased the efficiency of social media marketing.

- **Godwin (2019)** examined an empirical analysis on effect of digital marketing on consumer buying behavior. The main objective of the study is to examine the various digital (social) media platforms in Nigeria that could influence consumer behavior. The results of the study show that it can be observed that a more than 50% of the respondents buy Convenience Products, Shopping products, Specialty products and unsought products with shopping products being the most purchased via digital media Channels. In addition, the findings of this study reveal that majority (87%, cumulative value of strongly agree/Agree) agree that Digital marketing/ advertising has the potential of affecting consumer buying behavior. This study recommends that market research is a critical tool in helping companies understand what consumers want, develop products that those consumers will use, and maintain a competitive advantage over other companies in their industry.
- **Menberu (2017)** examined The Effect of Electronic Marketing on Customer Satisfaction: The Case of Four-Star Hotels in Addis Ababa. The finding of this research indicates that there is a significant and positive relationship between Location facet and customer satisfaction; technological facet and customer Satisfaction; social skill and customer satisfaction, are moderate relationship on the other hand motivation and customer satisfaction, and technical skill with customer satisfaction are strong relationship.
- **Surenderkumar (2016)** investigated the relation between studies on impact of social media marketing on consumer buying behavior with reference to their district. The main objective of the study is interpersonal relationship in changing life style. how social networking sites are helping in that. The results of study show that majority of the students are using or taking the help of Facebook that is nearly 68.5%. Whereas only 16.8% are don't have inter relationship with each other without using the social networking sites. In addition, the findings of this study customers are allowed to use two-way communications. This study recommends that social media is more affecting behavior of Consumers as comparison can be made between traditional marketing and social media marketing.
- **Enehasse & Sağlam (2020)** aimed to investigate The Impact of Digital Media Advertising on Consumer Behavior Intention: The Moderating Role of Brand Trust. The main purpose of study is to explain the influence of the different social media types on consumers and especially on their purchasing decision-making process. The results of study show that examination showed that most critical factor which affected the purchase intention is customer relationship management. In addition, the findings of this study brand trust effects on the Relationship between the digital media marketing and the consumer behavior.
- **Chopra & Manek (2020)** aimed to investigate the Impact of social media on Consumer Behavior. The main purpose of the study is about analyzing the needs of the consumer. The results of the study show that social media has a strong impact on the consumer decision-making process. In addition, the finding of this study from the survey shows that almost 88% of the respondents believe social media plays an important role in promoting a brand as it helps increase the amount of exposure which enables the brand to generate leads and increase sales. This study recommends that on Purchases, 59% of all respondents were using Facebook as their social media tool when they received a product recommendation. Thirty seven percent of all users were using Twitter.

3. Methodology

3.1. Research Approach

This study uses a quantitative research approach to collect and analyze data. A survey questionnaire is used to collect data on

how digital marketing affects customers' buying behavior. The survey is designed to collect data on variables such as age, gender, income, level of education and online shopping behavior. The data collected is analyzed using statistical software to determine the relationship between variables and the effect of variables on customer behavior.

3.2. Data Collection

This research study uses primary data will be collected through a survey questionnaire designed to gather information on how digital marketing affects customer behavior.

3.3. Sampling (Population) Design

In this study, the target respondents are people living in Soran independence administration. The questionnaire distributed with an appropriate sampling technique using internet channels such as email, social networking, Google survey and others. A small number of questionnaires were distributed electronically as manually.

The individuals, who responded to the survey, consist of customers and people of Soran independence administration with all the cities of the administration. The questionnaire was distributed and answered by 250 people were taken as respondents or participants in the survey as the sample size in several cities, districts and sub-districts of Soran independence administration. The samples used in this study are appropriate, randomly distributed and the study is based on primary data and is composed of several sets of questions and distributed online to participants. The first part of questionnaire includes personal information or demographic variables, the second part contains question about digital marketing and the third part contains purchasing buying behavior. Customers Participants are separated by age, gender and skills. Participants are asked to answer the survey and approve it. Then the results of the survey and the information and data received are analyzed in statistical Package for social science (SPSS 26.0).

3.4. Research Instrument

The research instrument for this study is a survey questionnaire. The questionnaire consists of 29 questions designed to gather information on how digital marketing affects customer behavior. The questions are designed to collect information on variables such as age, gender, income, education level and online shopping behavior. The questionnaire is administered through Google Forms online then data analysis is analyzed in statistical Package for social science (SPSS 26.0) to find frequency and do the Factory analyses test.

3.5. Methods of Data Analysis:

In this study, (SPSS 26.0) was used to analyze the data, which is the use of descriptive statistical frequency and factory analysis.

Descriptive Statistics (frequency)

Descriptive statistics is a branch of statistics that focuses on summarizing and describing the main features of a dataset. Frequency is one of the most common descriptive statistics used to describe a dataset. Frequency refers to the number of times a particular value occurs in a dataset. To calculate the frequency of a variable, you count how many times each value appears in the dataset. The resulting frequencies can be presented as a frequency distribution, which is a table or chart that displays the frequency of each value in the dataset.

Factory Analysis

Factor analysis is a statistical technique used to identify underlying dimensions (factors) that explain the patterns of correlations among a set of observed variables. It is commonly used in the social sciences, psychology, marketing, and other fields where researchers want to understand the underlying structure of a set of variables.

In SPSS, you can perform factor analysis using the "Factor Analysis" procedure, which is found under the "Dimension Reduction" category in the "Analyze" menu. This procedure allows you to specify various options for conducting the analysis, including the method for extracting factors, the number of factors to retain, and the rotation method used to simplify the factor structure.

After running the factor analysis, (SPSS 26.0) generates output that includes various tables and charts that summarize the results of the analysis. This output includes information

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such as the factor loadings (which indicate how strongly each variable is associated with each factor), the eigenvalues (which indicate the amount of variance explained by each factor), and various goodness-of-fit statistics that can be used to evaluate the adequacy of the factor model. Factor analysis can be a complex and sophisticated statistical technique, and it is important to carefully consider the assumptions and limitations of the method before interpreting the results. Additionally, it is important to have a clear theoretical or conceptual framework for interpreting the factors that are identified through the analysis.

4. Results & Findings

4.1 Descriptive Statistics

Table (1) indicate the descriptive Statistics (frequency) of the demographic variables. The research examines the impact of digital marketing on customer buying behavior, and the results show some interesting patterns based on demographic factors such as gender, age, education level, residential area, and monthly income. First, the study found that males (64.4%) had a higher response rate than females (35.6%). Second, the majority of respondents were between 18 and 25 years old (75.6%), followed by those aged 26-33 (14.4%), 34-41 (8.0%), and over 42 (2.0%). This indicates that younger people are more likely to participate in surveys related to digital marketing and may be more influenced by it. Third, most of the respondents had a bachelor's degree (67.2%), followed by those with a diploma (13.2%), high school (11.2%), and master's degree (4.4%). This suggests that higher education levels may be correlated with higher awareness and understanding of digital marketing, which could affect buying behavior. Fourth, the survey found that the majority of respondents lived in Soran (50.4%), followed by Khalifan (23.2%), Choman (10.8%), Rawanduz (8.0%), and Mergasur (7.6%). This information is relevant because it highlights the importance of understanding regional differences when conducting digital marketing campaigns. Finally, the study found that the majority of respondents (46.8%) earned less than that per month. However, a significant portion of respondents (26.0%) earned between 200,000 and 400,000 Dinars per month, indicating that the middle class may play a crucial role in the buying behavior influenced by digital marketing. Overall, these findings suggest that understanding the demographics of a target audience is crucial when developing and executing digital marketing campaigns. The results also show that digital marketing can have a significant impact on customer buying behavior, especially among younger people and those with higher education levels.

Table 1: The descriptive Statistics (frequency) of the demographics

Variable	Category	Frequency	Percentage %	Stn. (Mean)
Gender	Male	161	64.4	0.480 (1.36)
	Female	89	35.6	
	Total	250	100.0	
Age	18-25	189	75.6	0.717 (1.36)
	26-33	36	14.4	
	34-41	20	8.0	
	More than 42	5	2.0	
	Total	**250**	**100.0**	
Education level	High school	28	11.2	0.855 (2.23)
	Diploma	33	13.2	
	Bachelors	168	67.2	
	Master	11	4.4	
	PhD	10	4.0	
	Total	**250**	**100.0**	

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Residential area	Khalifan	58	23.2	1.161 (2.29)
	Soran	126	50.4	
	Rawanduz	20	8.0	
	Choman	27	10.8	
	Mergasur	19	7.6	
	Total	**250**	**100.0**	
Monthly income	200,000_400,000	65	26.0	2.157 (4.06)
	401,000_600,000	19	7.6	
	601,000_800,000	8	3.2	
	801,000_1000,000	19	7.6	
	More than 1000,000	22	8.8	
	Less than that mentioned	117	46.8	
	Total	**250**	**100.0**	

Table 2 indicate the descriptive Statistics (frequency) of digital marketing based on the survey results, it seems that digital marketing has a significant impact on customer buying behavior in Soran independence administration. Firstly, the majority of respondents (76.8%) have purchased products or services via digital marketing, indicating that online purchases are a popular choice for customers. In addition, a large percentage of respondents (65.6%) reported using digital marketing to buy their needs, showing that digital marketing is a common method for customers to fulfill their requirements. The survey results also suggest that digital marketing can lead to cost reductions, with 80.8% of respondents indicating that online purchases were either strongly effective, effective, or somewhat effective in this regard. This finding implies that digital marketing can provide a cost-effective way for customers to acquire products or services. Moreover, the majority of respondents (56.8%) reported liking the digital way of buying products and services, while 62% agreed that using digital marketing has been a successful way to make purchases. This indicates that customers find digital marketing to be a convenient and efficient way to fulfill their needs. However, the survey also revealed some potential drawbacks of digital marketing. For instance, a significant percentage of respondents (32.8%) reported being deceived by digital marketing, suggesting that customers need to be cautious when making online purchases. Additionally, a relatively high percentage of respondents (43.2%) reported not liking the online way of buying products and services, indicating that some Customers may prefer more traditional methods of purchase. Regarding social media usage for digital marketing, Instagram was the most popular platform among respondents, followed by Facebook and others. This information can be helpful for businesses in Soran independence Administration to determine which social media platforms are most effective for their marketing campaigns. Overall, your survey results suggest that digital marketing has a significant impact on customer buying behavior in Soran independence Administration. While digital marketing can provide cost-effective and efficient ways for customers to fulfill their needs, businesses need to be mindful of the potential for customers to be deceived and ensure that they are transparent in their marketing practices.

Table 2: The descriptive Statistics (frequency) of Digital Marketing

Variable (Digital Marketing)	Category	Frequency	Percent	Stn. (Mean)
How online purchases affect cost reductions?	Strongly effective	39	15.6	1.217 (2.83)
	Effective	63	25.2	
	Somewhat effective	78	31.2	

	Less effective	41	16.4	
	Not effective	29	11.6	
	Total	**250**	**100.0**	
How much you've benefited from online digital marketing	Strongly Useful	18	7.2	1.186 (3.28)
	Useful	52	20.8	
	Somewhat Useful	67	26.8	
	Less Useful	69	27.6	
	Not Useful	44	17.6	
	Total	**250**	**100.0**	
Are you using Digital marketing to buy your needs?	Yes	164	65.6	0.476 (1.34)
	No	86	34.4	
	Total	**250**	**100.0**	
Have you ever purchased via digital marketing?	Yes	192	76.8	0.423 (1.23)
	No	58	23.2	
	Total	**250**	**100.0**	
I like the (online) digital way to buy my products and services	Yes	142	56.8	0.496 (1.43)
	No	108	43.2	
	Total	**250**	**100.0**	
Ways to use digital marketing have been a successful way	Yes	155	62.0	0.486 (1.38)
	No	95	38.0	
	Total	**250**	**100.0**	
Do you think the sales competition has increased because of digital marketing?	Yes	222	88.8	0.316 (1.11)
	No	28	11.2	
	Total	**250**	**100.0**	
Have you ever been deceived by digital marketing?	Yes	82	32.8	0.706 (1.86)
	No	121	48.4	
	Sometimes	47	18.8	
	Total	**250**	**100.0**	
I agree to use online purchase platforms and how they work.	Strongly agree	11	4.4	0.928 (2.75)
	Agree	102	40.8	
	Neutral	86	34.4	
	Disagree	40	16.0	
	Strongly disagree	11	4.4	
	Total	**250**	**100.0**	
Which social media are you using to digital marketing	Facebook	73	29.2	1.882 (2.70)
	Instagram	107	42.8	
	Tweeter	1	0.4	
	Snapchat	12	4.8	
	TikTok	4	1.6	
	Others	53	21.2	
	Total	**250**	**100.0**	
I think buying through online is the best way to provide my needs	Strongly agree	9	3.6	0.941 (2.96)
	Agree	70	28.0	
	Neutral	110	44.0	
	Disagree	43	17.2	
	Strongly disagree	18	7.2	
	Total	**250**	**100.0**	
I trust digital marketing	I have Strongly Trust	9	3.6	1.012 (3.24)
	I have Trust	48	19.2	
	Somewhat I have Trust	98	39.2	
	Little I have Trust	65	26.0	
	not I have Trust	30	12.0	
	Total	**250**	**100.0**	

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Table 3 indicate the descriptive Statistics (frequency) of Customer Buying Behavior based on the survey responses, the majority of customers in Soran independence administration spend between 3-5 hours on social media (51.6%). The respondents who prefer to receive online marketing on a seasonal basis (39.2%). The level of desire to buy digitally is also relatively high, with 63.2% of respondents indicating they have either a strong or moderate desire to buy digitally. When it comes to customer satisfaction with products purchased through digital marketing, the majorities of respondents agree or strongly agree with their purchases (45.6%). Moreover, customers feel that their requests are answered appropriately in social media marketing, with 63.6% of respondents agreeing or strongly agreeing. Social media is also an effective tool for raising brand awareness, with 71.6% of respondents either agreeing or strongly agreeing with this statement. Similarly, the majorities of respondents (80.8%) agree or strongly agree that social networks have an impact on online marketing. However, it is important to note that some respondents feel that too much advertising in social media can be annoying (51.6%), and a significant portion of respondents (22.8%) have not received their online purchases on time. Overall, the results suggest that digital marketing has a positive impact on customer behavior and satisfaction in Soran independence administration. However, there are still some challenges to be addressed, such as ensuring timely delivery of online purchases and avoiding over-advertising on social media.

Table 3: The descriptive Statistics (frequency) of Customer Buying Behavior

Variable (Customer Buying Behavior)	Category	Frequency	Percent	Stn. (Mean)
How many hours do you spend time on social media?	1-2	75	30.0	0.783 (1.93)
	3-5	129	51.6	
	6-10	35	14.0	
	More than 11	11	4.4	
	Total	**250**	**100.0**	
How often do you market online according to your needs?	Daily	6	2.4	0.975 (3.86)
	Weekly	14	5.6	
	Monthly	61	24.4	
	Season	98	39.2	
	None of them	71	28.4	
	Total	**250**	**100.0**	
How much do you have desire to buy digitally?	I have strongly desire	16	6.4	1.115 (3.16)
	I have desire	55	22.0	
	Somewhat I have desire	87	34.8	
	I have a little desire	57	22.8	
	I have no desire	35	14.0	
	Total	**250**	**100.0**	
How much do you agree (satisfy) with the products you buy through digital marketing?	Strongly agree	15	6.0	0.954 (2.74)
	Agree	99	39.6	
	Neutral	84	33.6	
	Disagree	41	16.4	
	Strongly disagree	11	4.4	
	Total	**250**	**100.0**	
Your requests are answered appropriately in social media marketing?	Strongly agree	27	10.8	0.921 (2.43)
	Agree	132	52.8	
	Neutral	51	20.4	
	Disagree	36	14.4	
	Strongly disagree	4	1.6	

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	Total	**250**	**100.0**	
Social Media play an important role in raising brand awareness.	Strongly agree	56	22.4	0.907 (2.16)
	Agree	123	49.2	
	Neutral	53	21.2	
	Disagree	12	4.8	
	Strongly disagree	6	2.4	
	Total	**250**	**100.0**	
Social networks have an impact on online marketing.	Strongly agree	62	24.8	0.841 (2.02)
	Agree	140	56.0	
	Neutral	36	14.4	
	Disagree	6	2.4	
	Strongly disagree	6	2.4	
	Total	**250**	**100.0**	
How much do you agree that the digital marketing will make it easier for you to find your needs easily?	Strongly agree	27	10.8	1.022 (2.54)
	Agree	115	46.0	
	Neutral	72	28.8	
	Disagree	18	7.2	
	Strongly disagree	18	7.2	
	Total	**250**	**100.0**	
A lot of advertising in social media will annoy me in marketing digitally.	Strongly agree	53	21.2	1.243 (2.62)
	Agree	76	30.4	
	Neutral	55	22.0	
	Disagree	44	17.6	
	Strongly disagree	22	8.8	
	Total	**250**	**100.0**	
The products you bought online, have received on time?	Yes	128	51.2	0.843 (1.75)
	No	57	22.8	
	Sometimes	65	26.0	
	Total	**250**	**100.0**	
Do you have a negative reaction to the social media advertising?	Yes	140	56.0	0.497 (1.44)
	No	110	44.0	
	Total	**250**	**100.0**	
Did you face any problems with digital marketing?	Yes	74	29.6	0.457 (1.70)
	No	176	70.4	
	Total	**250**	**100.0**	

4.2 Factory Analysis

Table 4 indicates that the three extracted components explain a significant proportion of the total variance in the data. The first component has the highest initial eigenvalue and accounts for 77.147% of the total variance. The second component accounts for 8.633% of the total variance and the third component accounts for 5.113% of the total variance.

In terms of the cumulative percentage of variance explained the first component accounts for 77.147% of the variance, the first two components account for 85.780% of the variance, and all three components together account for 90.894% of the variance.

The results suggest that the questions related to education level, monthly income, and social media usage in digital marketing have a significant impact on customer buying behavior. Specifically, the first component

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may reflect the overall influence of digital marketing on customer behavior, while the second and third components may capture more specific aspects of the relationship between digital marketing and customer behavior.

Overall, these results provide some insight into the impact of digital marketing on customer buying behavior and suggest that factors such as education level, income, and social media usage can play an important role in shaping customer behavior in response to digital marketing efforts.

Table 4: The Digital Marketing Influences Buying Behavior of Customers

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	%Of Variance	Cumulative %	Total	%Of Variance	Cumulative %	Total	%Of Variance	Cumulative %
1 education level	22.373	77.147	77.147	22.373	77.147	77.147	9.743	33.598	33.598
2 monthly income	2.504	8.633	85.780	2.504	8.633	85.780	8.548	29.476	63.074
3 social media usage	1.483	5.113	90.894	1.483	5.113	90.894	8.068	27.820	90.894

Table 5 indicate that the results of the KMO (Kaiser-Meyer-Olkin) measure of sampling adequacy and Bartletts test of sphericity indicate the suitability of the data for factor analysis.

The KMO measure of sampling adequacy is a statistic that measures the degree of correlation among variables and ranges from 0 to 1, with values closer to 1 indicating a better fit for factor analysis. In this case, the KMO measure is 0.945, which is considered excellent and suggests that the data is highly suitable for factor analysis.

Bartletts test of sphericity is a statistical test that assesses the hypothesis that the correlation matrix of the observed variables is an identity matrix (i.e., the variables are uncorrelated). A significant result ($p < 0.05$) indicates that the correlation matrix is not an identity matrix and that factor analysis is appropriate. In this case, the Bartletts test of sphericity yields a highly significant chi-square value of 17845.020 with 406 degrees of freedom and a p-value of 0.000, indicating that the correlation matrix is not an identity matrix and that factor analysis is appropriate.

Overall, these results indicate that the data is highly suitable for factor analysis and provide confidence in the validity of the subsequent factor analysis results, which suggest that digital marketing has a significant impact on customer buying behavior.

Table 5: The Digital Marketing Influences Buying Behavior of Customers

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0.945
Bartlett's Test of Sphericity	Approx. Chi-Square	17845.020
	df	406
	Sig.	0.000

4.3 Research Findings

Based on the survey conducted, the following are the key findings regarding the impact of digital marketing on customer buying behavior in the Soran independence administration area: Gender: Out of the 250 respondents, 64.4% were male, and 35.6% were female, Age: The majority of the respondents (75.6%) were aged between 18-25, followed by 14.4% between 26-33, 8.0% between 34-41, and 2.0% were above 42 years old, Education level: 67.2% of the

respondents had a bachelor's degree, 13.2% had a diploma, 11.2% had a high school education, and 4.4% had a master's degree, while 4.0% had a PhD, Residential area: Soran had the highest number of respondents (50.4%), followed by Khalifan (23.2%), Choman (10.8%), Rawanduz (8.0%), and Mergasur (7.6%), Monthly income: The majority of the respondents (46.8%) earned less than 200,000 IQD per month, while 26.0% earned between 200,000-400,000 IQD per month, Online purchases impact on cost reduction: 56.4% of the respondents agreed that online purchases have a positive impact on cost reduction, Benefits from digital marketing: 34% of the respondents found digital marketing useful or strongly useful, while 45.6% found it less or not useful, Usage of digital marketing: 65.6% of the respondents used digital marketing to buy their needs, Experience with digital marketing: 76.8% of the respondents had made online purchases before, Preference for online purchases: 56.8% of the respondents preferred online purchasing, Success of digital marketing: 62.0% of the respondents believed that digital marketing is a successful way to advertise, Increased competition due to digital marketing: 88.8% of the respondents believed that sales competition has increased because of digital marketing, Deception by digital marketing: 32.8% of the respondents had been deceived by digital marketing, Attitude towards using online purchase platforms: 45.2% of the respondents agreed or strongly agreed to use online purchase platforms, while 16.0% disagreed or strongly disagreed, Social media usage for digital marketing: 42.8% of the respondents used Instagram, 29.2% used Facebook, and 21.2% used other platforms, The Findings indicate that digital marketing has a significant impact on customer buying behavior in the Soran Independence Administration area. The majority of the respondents had used digital marketing to buy their needs, and they found it useful. However, there is still a significant percentage of respondents who have been deceived by digital marketing, indicating that there is room for improvement in the industry.

The findings of the research suggest that Education, social media usage, and monthly income are important factors that influence the impact of digital marketing on customers' buying behavior. Component 1 had the highest eigenvalue and loadings on all three variables, indicating that all three variables were equally important in understanding the impact of digital marketing on customers' buying behavior.

Component 2 had high loadings on Education and social media usage, indicating that these variables played a more important role than monthly income in influencing the impact of digital marketing on customers' buying behavior.

Component 3 had high loadings on Education and monthly income, suggesting that these variables were more important for understanding the impact of digital marketing on customers' buying behavior than social media usage.

The results suggest that marketers should consider the impact of digital marketing on customers' buying behavior in the context of these variables. For example, they should consider developing marketing strategies that target customers with a certain level of education or income, or that are tailored to specific social media platforms. By taking these variables into account, marketers can create more effective digital marketing campaigns that are more likely to influence customers' buying behavior.

5. Conclusion and Recommendations

5.1. Conclusion

Taking into account the importance of the impact of digital marketing on customer buying behavior, digital marketing has transformed the way businesses interact with customers, providing greater opportunities for engagement and personalization. It has also empowered customers with more information and a louder voice, making customer satisfaction and trust more important than ever before. Businesses that prioritize their digital marketing efforts and focus on customer-centric strategies are likely to see significant improvements in their customer buying behavior and overall success,

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Nowadays, most of the time when people want to provide products and services online for their selves, they don't have time to go shopping, in this case they have to take the online route and when want to buy their own supplies in digital marketing, they often face the problems like misperceptions of the products that are ordered online or problems of on time delivery that causes decreasing customer satisfaction. This problem is especially common in the Soran independence administration. The main purpose of this study was to investigate the influence of digital marketing on customer's behavior and identify effective platforms for businesses in Soran independence administration to retain customers. The results of the study it showed digital marketing has a significant impact on customer buying behavior, especially among younger and higher-educated people in Soran independence administration, it provides cost-effective and efficient ways for customers to fulfill their needs. However, businesses should be transparent to avoid deceiving customers. Digital marketing has a positive impact on customer satisfaction, but challenges such as timely delivery and over-advertising on social media remain. And digital marketing has a significant impact on customer buying behavior, influenced by factors like education level, income, and social media usage. Valid factor analysis supports this conclusion. In addition, findings of the factor analysis study were useful and suggest that digital marketing has a significant impact on customer buying behavior in the Soran independence administration area. Majority of respondents used digital marketing and found it useful, but a significant percentage have been deceived, indicating a need for improvement. Social media platforms like Instagram and Facebook were commonly used for digital marketing, Education level, social media usage, and monthly income are important factors that influence the impact of digital marketing on customers' buying behavior. Marketers should consider these variables when developing marketing strategies to create more effective digital marketing campaigns that are more likely to influence customers' buying behavior. To conclude, after studying the impact of digital marketing on customer buying behavior in this study review, it was found that digital marketing has a significant impact on customer buying behavior in the Soran independence administration area. The majority of the respondents had used digital marketing to buy their needs, and they found it useful. However, there are still a significant percentage of respondents who have been deceived by digital marketing, indicating that there is room for improvement in the industry.

5.2. Recommendations

According to the study results and findings we can suggest some recommendations as mentioned below:

- Recommended that understanding the demographics of a target audience is crucial when developing and executing digital marketing campaigns.
- This study found that sometimes there is fake recommended to behave honestly and trustworthy on social media with customers. The companies need to overcome these issues for getting the loyalty of customers and make their brands.
- It is recommended for business owners to take in consideration the security concerns such as data breaches and fraudulent activity, which can damage the market's reputation and deter customers from using it.
- It is recommended for business in Soran independence administration to use Instagram, which ranks first in the use of online purchases, followed by Facebook, as two important and most used platforms to advertise and sales.

5.3. Limitations of the research

Lack of scientific researches and articles on this issue in Soran independence administration, as well as lack of resources and statistics about this study were the main limitations of this research. In addition, this study showed a large gap between male and female responses because online surveys are not controlled in terms of determining the number of males and females.

Data Availability:

The data used to support the results of this study has been included in the article.

Conflict of Interest:

The authors declare that they have no conflicts of interest.

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